EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Paul K. Tomita (Applicant's representative), Registration No. 43,196 on 05/22/2008.

The application has been amended as follows:

1. (Currently Amended) A method for selecting and viewing a directory listing over a computer network comprising:

receiving a search request from a user;

presenting a plurality of directory listings to the user based on the search request wherein each of the listings has ~~an associated~~ a sponsor;

providing a plurality of buttons, wherein each of the buttons is associated with one of the directory listings;

providing ~~each of the directory listings~~ the user with an ~~exclusive~~ offer to self sponsor the directory listing by actuating one of the buttons to facilitate communications for the user to accept the offer to sponsor a selected listing;

~~receiving a user's selection of one of the directory listings;~~

verifying an identifying of the user before allowing the user to self sponsor the

selected listing;

obtaining a universal resource location to an active and browseable sponsor web

page for the selected listing from the user;

retrieving the active and browseable ~~pre-existing~~ self sponsor web page

associated with the directory listing selected by the user and displaying the directory

listing selected by the user concurrently with the active and browseable sponsor web

page that was retrieved in a single web page if the directory listing is a self sponsor; and

retrieving the active and browseable ~~pre-existing~~ sponsor web page from a third

party sponsor if the directory listing ~~did~~ is not a self sponsor~~.; and~~

~~displaying the directory listing selected by the user concurrently with the active~~

~~and browseable pre-existing sponsor web page that was retrieved in a single web page,~~

~~wherein no further browsing is required to see the content of the sponsor web page.~~

2. (Previously Presented) The method of claim 1, wherein said presenting step

comprises displaying the plurality of directory listings on a single web page, with no

sponsor web page.

3-4. (Cancelled)

5. (Currently Amended) The method of claim 1, wherein, in said displaying step, ~~the sponsoree listing is displayed with~~ a call now button ~~that automatically~~ provides ~~telephone~~ communications between the user and a selected listee ~~through an internet connection when the call now button is selected by the user~~.

6. (Previously Presented) The method of claim 5, wherein a call using the call now button is free to the user.

7. (Previously Presented) The method of claim 6, wherein the call may be charged to one of the following: the selected listee, the sponsor of the selected listee, or another sponsor.

8. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the user prior to connecting the user with the selected listee.

9. (Previously Presented) The method of claim 5, further comprising playing an advertisement to the listee prior to connecting the user with the selected listee.

10. (Original) The method of claim 1, further comprising displaying a licensee's data if the user connected to the directory from a licensee.

11. (Previously Presented) The method of claim 10, further comprising tracking the user for data mining purposes.

12-30 (Cancelled)

31. (Previously Presented) The method of claim 1, wherein sponsor information may be navigated by the user.

32. (Currently Amended) A method <u>of claim 1 further</u> ~~for selecting and viewing a directory listing over a computer network~~ comprising:

~~receiving a search request from a user;~~

~~presenting the directory listing to the user based on the search request;~~

~~selecting one of the directory listings;~~

~~providing each of the directory listings with an exclusive offer to self sponsor;~~

displaying listee information for the ~~selected~~ directory listing <u>selected by the user</u>. ~~with a self-sponsored web page if the selected directory listing is self sponsored; and~~

~~displaying the listee information for the selected directory listing with a third party sponsor web page if the selected directory listing did not self sponsored.~~

33. (Previously Presented) The method of claim 32, wherein the listee information includes contact information related to the listee.

34-35. (Cancelled)

36. (Previously Presented) The method of claim 32, wherein the sponsor web includes

multi-media objects.

37. (Previously Presented) The method of claim 32, further comprising:

     providing framing information that frames the listee information in a web page

and sponsor information in an HTML frame in the web page.

38. (Previously Presented) The method of claim 37, wherein the sponsor information

may be navigated by the user.

39. (Previously Presented) The method of claim 38, further comprising:

     determining that a backer is offering to paying a higher impression price to

sponsor the listee information wishes to sponsor the directory listing;

     removing the third party sponsor web page from sponsorship of the directory

listing in favor of a backer web page from the backer.

40. (Previously Presented) The method of claim 32, further comprising:

     communicating accounting logic to bill the sponsor based upon impression

criteria.

41. (Previously Presented) The method of claim 40, wherein the impression criteria includes the number of times the sponsor information is displayed.

42. (Previously Presented) The method of claim 40, wherein the impression criteria includes a billing period of time.

43. (Previously Presented) The method of claim 40, wherein the accounting logic provides a basis for which incentives are provided to the user.

44. (Previously Presented) The method of claim 32, further comprising transmitting call connection logic to the user to display a call connection option with which a potential sponsor may communicate with the system.

45. (Previously Presented) The method of claim 32, further comprising:

        searching the directory listings to determine a category of listee available for sponsorship.

46. (Previously Presented) The method of claim 45, wherein the category of listee available for sponsorship includes at least one of zip code, city, user data, demographic, keyword, Standard Industrial Classification (SIC), or individual directory listing.

47. (Previously Presented) The method of claim 46, further comprising:

   providing a price quote to the sponsor of the category of listee available for

sponsorship.

48. (Previously Presented) The method of claim 47, wherein the price quote is based

upon the number of times the sponsor information is displayed.

49. (Previously Presented) The method of claim 47, wherein the price quote is based

upon a billing period of time.

50. (Previously Presented) The method of claim 47, further comprising the sponsor

entering an auction with other bidders if the sponsor declines the price quote.

51-70. (Cancelled)

71. (Currently Amended) A system for selecting and viewing a directory listing over a

computer network comprising:

   a processor;

   a memory for storing information and instructions executed by the processor;

   means for receiving a search request from a user;

means for presenting a plurality of directory listings to the user based on the
search request wherein each of the directory listings has a sponsor;

~~means for receiving a user's selection of one of the directory listings;~~

~~means for displaying the directory listing selected by the user concurrently with~~
~~the sponsor's active and browseable pre-existing web page, wherein no further~~
~~browsing is required to see the content of the sponsor's web page; and~~

~~means for providing the directory listing selected by the user with the exclusive~~
~~right to select a self sponsored web page that is independently and concurrently~~
~~displayed with the directory listing selected by the user and replace the sponsor's web~~
~~page.~~

means for providing a plurality of buttons, wherein each of the buttons is
associated with one of the directory listings;

means for providing the user with an offer to self sponsor the directory listing by
actuating one of the buttons to facilitate communications for the user to accept the offer
to sponsor a selected listing;

means for verifying an identifying of the user before allowing the user to self
sponsor the selected listing;

means for obtaining a universal resource location to an active and browseable
sponsor web page for the selected listing from the user;

means for retrieving the active and browseable self sponsor web page
associated with the directory listing selected by the user and displaying the directory

listing selected by the user concurrently with the active and browseable sponsor web

page that was retrieved in a single web page if the directory listing is a self sponsor; and

      means for retrieving the active and browseable sponsor web page from a third

party sponsor if the directory listing is not a self sponsor.

72. (Currently Amended) A data storage medium with computer-executable instructions

for selecting and viewing a directory listing over a computer network comprising:

      instructions for receiving a search request from a user;

      instructions for presenting a plurality of directory listings to the user based on the

search request wherein each of the directory listings has ~~an associated~~ a sponsor;

      ~~instructions for receiving a user's selection of one of the directory listings;~~

      ~~instructions for providing a listee of the directory listing with the exclusive right to~~

~~self sponsor and select a web page that is independently and concurrently displayed~~

~~with the directory listing and replaces the associated sponsor's web page.~~

      instructions for providing a plurality of buttons, wherein each of the buttons is

associated with one of the directory listings;

      instructions for providing the user with an offer to self sponsor the directory listing

by actuating one of the buttons to facilitate communications for the user to accept the

offer to sponsor a selected listing;

      instructions for verifying an identifying of the user before allowing the user to self

sponsor the selected listing;

<u>instructions for obtaining a universal resource location to an active and</u> <u>browseable sponsor web page for the selected listing from the user;</u>

<u>instructions for retrieving the active and browseable self sponsor web page</u> <u>associated with the directory listing selected by the user and displaying the directory</u> <u>listing selected by the user concurrently with the active and browseable sponsor web</u> <u>page that was retrieved in a single web page if the directory listing is a self sponsor; and</u>

<u>instructions for retrieving the active and browseable sponsor web page from a</u> <u>third party sponsor if the directory listing is not a self sponsor.</u>

73-90. (Cancelled)

REASONS FOR ALLOWANCE

1.   The following is a statement of reasons for the indication of allowable subject

matter:

        In interpreting the claims in light of the specification and applicant's arguments,

the Examiner finds the claimed invention is patentably distinct from the prior art of

record.

        The prior art of record includes Lambert et al. (Lambert), US Patent No.

6,374,241, Reilly et al. (Reilly), US Patent Application Publication No. US

2002/0026349, Kreiner et al. (Kreiner), US Patent No. 6,295,526, Davis et al. (Davis),

US Patent No. 6,269,361, Speicher, US Patent Application Publication No.

2002/0049616, and Ramaswamy, US Patent No. 6,338,085.

        Lambert discloses a user interface screen for user to perform a data query or

search for specified categories/criteria and for displaying a plurality of listing based on

the user's search (Figures 13-14, col. 9, line 57 - col. 10, line 17). Lambert further

discloses listee information 1862, sponsor information on the right hand side such as

"Shop Online for Computers", "Consumer Guide", etc., are displayed to the user (Figure

15 and col. 10, lines 1-17), and when the user selects a listing, i.e., "Shoe-Custom

Made", the user interface screen displays the selected listing "Shoe-Custom Made" and

sponsors such as "Hanger Prosthetics & Orthotics" and "Pedi-Mac Shoe Company"

which are active and browseable pre-existing HTML web page having sponsors

(embedded hypertext links) on the same page as the sponsoree listing, and

advertisements such as "Shop Online for Computers", "March Calendar Free Postcards", "Consumer Guide" are displayed at the same time with the listing "Shoes-Custom Made" (Figure 15 and col. 10, lines 1-17).

Reilly discloses advertisement image is selected on the basis of the information category associated with the news item being viewed, and the advertisement shown in the data viewer screen is changed every time the subscriber clicks on a different category button (page 8, paragraph [0094]), and this implies that each advertisement is associated with each information category (listing). Reilly further discloses in Figure 10 that the information category (listing) is displayed concurrently with the advertisement 258, and the user can see the content of the advertisement 258, and thus this would imply that the user does not need to further browse the advertisement.

Davis discloses the network information provider influences the position for a search listing though a continuous online competitive bidding process, the bidding process occurs when the network information provider enters a new bid amount for a search listing, and a higher bid by a network information provider will result in a more advantageous placement (replaces the sponsors' web page) (Abstract). Therefore, by enter a new bid, this implies that the network information provider has the exclusive right to bid to a position in the search result.

Speicher discloses the advertiser has enabled the direct connection option, the Internet user is also presented in a "Direct Connect" button ("call now button"), and the Internet user initiates a telephone call to the advertiser by selecting the "Direct Connect" button (Figure 14 and page 11, paragraph [0120]).

Claim 1 is allowed because the prior art of record does not expressly disclose alone or in combination "providing the user with an offer to self sponsor the directory listing by actuating one of the buttons to facilitate communications for the user to accept the offer to sponsor a selected listing; verifying an identifying of the user before allowing the user to self sponsor the selected listing; obtaining a universal resource location to an active and browseable sponsor web page for the selected listing from the user; retrieving the active and browseable self sponsor web page associated with the directory listing selected by the user and displaying the directory listing selected by the user concurrently with the active and browseable sponsor web page that was retrieved in a single web page if the directory listing is a self sponsor; and retrieving the active and browseable sponsor web page from a third party sponsor if the directory listing did not self sponsor".

2.   The dependent claims 2, 5-11, 31-33, and 36-50 further limit claim 1. Independent claims 71-72 are allowed as well for the same reasons set forth for claims 1-2, 5-11, 31-33, and 36-50.

3.   Any comments considered necessary by applicant must be submitted no later than the payment of the Issue Fee and, to avoid processing delays, should preferably accompany the Issue Fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chau Nguyen whose telephone number is (571) 272-4092. The Examiner can normally be reached on Monday-Friday from 8:30 am to 5:30 pm.

If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's supervisor, Doug Hutton, can be reached at (571) 272-4137.

The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306. On July 15, 2005, the Central Facsimile (FAX) Number will change from 703-872-9306 to 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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